

## Nielsen Expanded Pricing

	C-STORE AVG. PACK PRICE				SPMK AVG. CARTON PRICE			
	Tot <u>Marlboro</u>	Lowest <u>Discount</u>	<u>\$ Gap</u>	<u>% Gap</u>	Tot <u>Marlboro</u>	Lowest <u>Discount</u>	<u>\$ Gap</u>	<u>% Gap</u>
FY 1993	\$2.02	\$1.25	\$0.77	62.1%	\$17.28	\$11.43	\$5.85	51.2%
FY 1994	\$1.92	\$1.33	\$0.59	44.0%	\$16.38	\$11.62	\$4.77	41.0%
YTD AUG 26 1995	\$1.92	\$1.32	\$0.60	45.4%	\$16.71	\$12.32	\$4.38	35.6%

Current ending dates are: 8/26/95 for C-Stores and 8/19/95 for Scanning Outlets (Supr, Drug, Mass) and All Outlets Combined.

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